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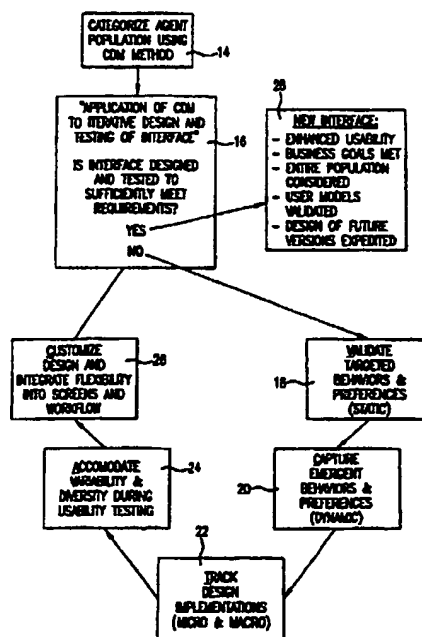U.S.: 703/22, 27, 28; 706/50, 919; 709/220, 226

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(54) Abstract Title
Methods for integrating user models to interface design and for identifying and categorizing customer 'S goals and behaviour within a customer service

(57) A method used in the business environment and applying human factor to manage client/customer data incorporates a detailed, precise procedure of designing a user interface by utilizing agent behavioral models. This method applies quantitative and qualitative agent behavioral models derived through the Categorize Describe Model (CDM) methodology (16) to the iterative design stage of interface development. An additional method is provided that identifies and categorizes the reason a customer contacts a customer service center. It allows the customer to be categorized into a set of behavior-based groupings (20). This integration of goal and customer categorization establishes the foundation to optimally direct the customer's request through an appropriate center, and to optimally handle the customer request.

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